Annual Spring Meeting Minutes

Williamsburg, VA
March 30, 2013

In Person Meeting Attendees:

- Mark Miller
- T.J. Wallin
- Liesl Voges
- Stephen Woodward
- Michael Duarte
- Matthew Connell
- Matt Labrie
- Matt Scott
- Emily Stephens
- David Sperry
- Michael Duarte
- Sarah Stafford (WBC)
- Mike Maddocks (WBC)
- Mike Bayersdorfer (WMRC Coach)
- Linda Knight
- Ashley Koontz (WMRC Treasurer)
- Jaime Lewis (WMRC)
- Logan Ferrell (WMRC President)
- Erin Brown (WMRC Alumni Relations)
- Cathy Merritt (WMRC VP Fundraising)
- Graham Ludmer (WMRC Coach)
- Jason Mitchell (WMRC Coach)
- Lauren Piulson (WMRC)
- Connor Fitch (WMRC)
- Kate Nolan (WMRC)
- Ryan Fliss (WMRC)

GoToWebinar Meeting Attendees:

- Travis Moore
- Anthea Medyn Brady
- Emily Schultz
- Sean Gillick
- Justin de Benedictis-Kessner
- Sean Blaney

Welcome – Mark Miller

W&M Athletic Review – Linda Knight

- FWR has been very supportive in the past and has done great things just in the past year – an asset to the team
- WMRC has recovered well after a rough start to the year, there were some balls dropped that shouldn't have been and processes will be put in place to stop that from happening in the future
- W&M has remained supportive of the team, as has FWR
- Need to stay on top of the problems and start this sprint season fresh and positive
- Overall, very good outlook going forward and a strong/motivated group of people in charge

Website Summary – T.J. Wallin

- FWR has updated their website – thanks to Michael Duarte for the old website, which was great but we didn't have enough technological savvy to keep up with it and needed a more user friendly option
- Needs moving forward:
    - Banner photos & New logo
- Introduced exclusive content to the website
    - Password protected
    - Aimed at current parents
    - Includes pre-race line-ups, regatta highlights, and practice videos from coaches
        - Big help in pushing this exclusive content
- Stats – graphs located on powerpoint
    - We received lots of attention immediately after the website announcement
    - Primarily attracting ages 35 and younger, need to reach out to older alums
    - Direct correlation between fb posts/attention and increased number or donations
    - Need to not have any lulls during the summer or other "down times" of the year – maintain posting to website/fb/twitter
    - WMRC fb page has almost double FWR, need to fix that
    - Alumni stats
        - Mostly young alumni are donating/involved
        - Drew in parents and "others" for March Madness and wishlist needs
            - Good sign for football fantasy
        - More men than women (not including men's coxswains)
            - Need to bring more women into the fold

Membership Levels

- Basic = any donation
    - Password for online exclusive content
    - Early access to WMRC Gear
- Full Member = $50 one time/$5 subscription
    - Basic member rights
    - Voting rights at AGM
- Premium = $250 one time/$20 subscription
    - Basic and Full member rights
    - Swag – 2013 is a WMRC Mug

Bylaws Update

- Amendments were voted on and passed prior to the Annual General Meeting
- Can request a copy from Vice President

WBC Update

- Successful Learn to Row program currently happening – includes erging and on-water practices
- Some larger groups row options, not great rows but lots of fun!
- WBC website – has a calendar to sign up for equipment, etc

- Would like to have WMRC work with them more
    - Option to row with WBC for WMRC students around in the summer

Committee Discussion

- LinkedIn
    - http://www.linkedin.com/groups?gid=4860356&trk=group_most_popular-0-b-shrttl
    - We've created a subgroup here to enable people to seek career advice, ask about potential jobs, and in general encourage communication between rowers and alumni. Post questions in general, and if you join, feel free to message other members of the subgroup
    - Right now only 12 members in the group – sign up!
    - We need more alumni and interest WMRC rowers
- Golf Tournament – Matt Connell (presented by T.J. Wallin)
    - New fundraising committee this year
    - Potential to make five figures if done well
    - Can also strengthen ties with Committee
    - W&M Parent's Weekend in September
        - Another gold tournament that weekend but very exclusive and will hopefully not conflict
        - Might combine with a Sunday Chick Chase – Logan is working on that now
    - We need to determine the interest and get the information out there
    - Flyers handed out at work weekends, posted at local hotels and coffee shops
    - Hit up locals
    - Contact the W&M Golf Team
    - Question – can people rent clubs or need to bring their own?
    - Option to pre-register with the option for refund? Gauge interest before overly committing
    - Combined WMRC silent auction with the tournament
    - Success would include 85-100 entries and many sponsors
    - Committees: Headed by Matt Connell
        - Event Committee: Headed by Matt Connell
            - Rudy Primeau
            - J.T. Blau
            - Michael Duarte
            - Steve Miller
            - Cathy Merritt – WMRC VP Fundraising
            - Logan Ferrell – WMRC President
            - David Sperry
            - Graham & Jason
            - Emily Stephens
        - Sales Committee: Headed by Mark Miller
            - Travis Moore
            - Anthea Medyn
            - T.J. Wallin
            - Sean Koebley
            - Nathan Walker
            - Mike Maddox
            - Ashley Koontz – WMRC Treasurer
            - Graham & Jason
            - Lauren Piulson – WMRC Secretary
        - Email Interest Group – people who live out of the state (always and/or this summer) but will help out/generate ideas if needed
            - Connor Finch – WMRC
            - Kate Nolan – WMRC
            - Jaime Lewis – WMRC
            - Matt Labrie
            - Liesl Voges

- Social Committee
    - Regatta networking opportunities
    - Local and away regattas
    - Alumni group viewing
    - Contact Liesl if interested in hosting gatherings

Financials

- See PowerPoint slides and posted financials update
- Subscriptions are great and important, need to continue signing up and signing people up
- Exclusive content fits into that well – encouraging commitment

WMRC update

- Logan – WMRC president
    - Much better now than we were a couple months ago! Big thanks to FWR for being a part of that turnaround
    - Want to continue to increase interaction with FWR – WMRC is not just a team, it is an organization with a plan for the future
    - Working to build on a vision of looking forward
    - Collect money on time and accurately is a big part of that
    - Working with W&M is another part, such as recently working with Linda Knight to clear out the rec center, they were so grateful that the team has free access to the vans for the rest of the year = big savings
- Jason – Program Head
    - WMRC is starting to look more like a serious program
    - Summer camp so far = 26 people signed up and finishing up paperwork this next week

Voting

- Non-FWR Voting Members were allowed an opportunity to pledge $50 or $5 monthly subscription to gain voting rights
- Nominated for Director positions – Elected Directors bolded and underlined
    - **Alex Sullivan**
    - **Mark Miller**
    - **Michael Duarte**
    - Stephen Woodward
    - **Anthea Medyn**
    - Kate Nolan
    - Connor Fitch
- Executive Board remains the same, no new nominations
    - President: Mark Miller
    - Vice President: T.J. Wallin
    - Treasurer: Travis Moore
    - Secretary: Liesl Voges

Open Floor

- New logo suggestion – Olyvia Walch
- Need to increase updates to the current team members – add them to the listserv
- FB – reach out more and use WMRC to do that – especially parents
- Plan social events during the summer months
    - Boston
    - DC
    - Not necessarily regatta central but keep people interested
- Planning to start a Fantasy Football Tournament - $50 buy-in
- Hit up people/donors/alums during the lull
- Advertise events on the calendar